

## CONTRACT



**WHNS-TV**  
**Meredith Corporation**  
 Fed ID 42-0410230  
 21 Interstate Court  
 Greenville, SC 29615  
 (864)288-2100

www.foxcarolina.com

And:

**Smart Media Group**  
 814 King Street, Suite 400  
 Alexandria, VA 22314  
 USA

<u>Contract / Revision</u> 485762 /		<u>Alt Order #</u> 06224367
<u>Product</u> MCCRORY FOR GOVERNOR		
<u>Contract Dates</u> 09/24/12 - 09/30/12		<u>Estimate #</u> 924930
<u>Advertiser</u> Pat McCrory For Gov NC		<u>Original Date / Revision</u> 07/17/12 / 09/18/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WHNS	<u>Account Executive</u> Jim Quinn	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u> 1046	<u>Advertiser Code</u> MCCRO	<u>Product Code</u> ORDR
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WHNS	09/28/12	09/28/12	2.5 Men	Fri 630-7P		:30			NM	1	\$430.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		09/24/12	09/30/12	----1--	1			\$430.00				
N 2	WHNS	09/28/12	09/28/12	House	Fri 8-9p		:30			NM	1	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		09/24/12	09/30/12	----1--	1			\$825.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WHNS	09/24/12-09/30/12	House	Fri 8-9p	-----F----	:30		\$825.00	NM		
			See MG 2.2									
	2	WHNS	09/28/12-09/28/12	Kitchen Nightmares	Fri 8-9p	-----F----	:30		\$825.00	NM		
			Ⓜ MG for 2.1 09/28									
N 3	WHNS	09/24/12	09/24/12	2.5 Men	Mon 630-7P		:30			NM	1	\$430.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		09/24/12	09/30/12	1-----	1			\$430.00				
N 4	WHNS	09/24/12	09/24/12	Bones	Mon 8-9p		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		09/24/12	09/30/12	1-----	1			\$1,500.00				
N 5	WHNS	09/27/12	09/27/12	2.5 Men	Thu 630-7P		:30			NM	1	\$430.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		09/24/12	09/30/12	---1---	1			\$430.00				
N 6	WHNS	09/27/12	09/27/12	X Factor	Thu 8-9p		:30			NM	1	\$2,465.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		09/24/12	09/30/12	---1---	1			\$2,465.00				
N 7	WHNS	09/25/12	09/25/12	2.5 Men	Tue 630-7P		:30			NM	1	\$430.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		09/24/12	09/30/12	-1-----	1			\$430.00				
N 8	WHNS	09/26/12	09/26/12	2.5 Men	Wed 630-7P		:30			NM	1	\$430.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		09/24/12	09/30/12	--1----	1			\$430.00				
N 9	WHNS	09/26/12	09/26/12	X Factor	Wed 8-10p		:30			NM	2	\$3,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		09/24/12	09/30/12	--2----	2			\$1,975.00				

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



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Contract / Revision	Alt Order #
485762 /	06224367

Contract Dates	Product	Estimate #
09/24/12 - 09/30/12	MCCRORY FOR GOVE	924930

Advertiser	Original Date / Revision
Pat McCrory For Gov NC	07/17/12 / 09/18/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 10	WHNS	09/30/12	09/30/12	Panthers Early Game	1-4p		:30			NM	1	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/24/12	09/30/12	-----S				1	\$2,200.00			
N 11	WHNS	09/30/12	09/30/12	Panthers Early Game	1-4p		:30			NM	1	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/24/12	09/30/12	-----S				1	\$2,200.00			
N 12	WHNS	09/24/12	09/24/12	Bones	Mon 8-9p		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/24/12	09/30/12	1-----				1	\$1,500.00			
N 13	WHNS	09/25/12	09/28/12	Morning News	Tu-F 6-7a		:30			NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/24/12	09/30/12	-TWTF--				2	\$150.00			
<b>Totals</b>											<b>15</b>	<b>\$17,090.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/30/12	15	\$17,090.00	\$14,526.50
<b>Totals</b>	<b>15</b>	<b>\$17,090.00</b>	<b>\$14,526.50</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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